PROCEEDINGS

for

AGRICULTURAL SOCIETIES CONFERENCE

1984

November 22 & 23, 1984
Extension Centre, Brandon, Manitoba

ATTENDANCE FROM DISTRICTS/SOCIETIES AT CONFERENCE - 1984

Northern District

Dauphin	4
Gilbert Plains	2
Roblin	3
Rossburn	NIL
Russell	1
Swan River	NIL
The Pas	NIL

North Western District

Birtle	2
Foxwarren	NIL
Hamiota	13
Oak River	6
Shoal Lake	4
Strathclair	2

Western District

Elkhorn	1
Harding	5
Oak Lake	NIL
Provincial Ex.	6
Reston	NIL
Rivers	4
Virden	NIL

South Western District

Boissevain	3
Deloraine	NIL
Killarney	11
Melita	NIL
Ninette	NIL
Souris	NIL
Waskada	NIL
Wawanesa	NIL

North Eastern District

Arborg	1
Beausejour	NIL
Dugald	4
Lundar	NIL
St. Vital	NIL
Selkirk	NIL
Stonewall	4
Teulon	NIL

North Central District

Carberry	7
Gladstone	3
Kelwood	2
MacGregor	NIL
Minnedosa	1
Neepawa	8
Plumas/Lansdowne	NIL
Rapid City	6
McCreary	NIL

South Central District

Baldur	4
Cypress River	3
Glenboro	3
Holland	8
Notre Dame	NIL
Treherne	2

South Eastern District

Carman	6
Crystal City	6
Manitou	2
Miami	NIL
St. Claude	1
Portage	4
Red River Ex.	4

Eastern District

Altona	NIL
Morris	2
Roland	NIL
St. Pierre	6
Winkler	4
Hanover	NIL

CONFERENCE AGENDA

THURSDAY, NOVEMBER 22, 1984

11:00 a.m. - 12:00 noon	REGISTRATION
12:00 noon - 1:00 p.m.	Lunch - Courtesy Manitoba Agriculture
1:00 p.m.	Assemble-Auditorium
1:15 p.m.	Conference Opening Introductions - M. Deveson - H. Baron
1:30 p.m.	Speaker Mr. Allan Scarth, Q.C. Senior Partner, Scarth & Associates - Barristers " A City Person's Perception of Agriculture & Farming "
2:15 p.m.	Discussion
2:30 p.m.	Speaker Mr. Clarence Baker, Farmer, Beausejour, Mr. Manitoba Farmer, 1984. "The Implications for Agricultural Societies & Farm People"
3:00 p.m.	Discussion
3:15 p.m.	Coffee Break
3:30 p.m. - 4:00 p.m.	Discussion re speakers' presentations
4:00 p.m.	District Meetings to elect district directors.
5:00 p.m.	Reception - games room, sponsor - A & B Fairs Assoc.
6:00 p.m.	Banquet - Courtesy Advisory Bd. Guest Speaker, Mr. Fred McGuinness, Writer, Broadcaster, Historian. Announcement & Introduction of district winners - Canada Packers Quilt Competition. Social Evening - Guest Performer, Doug Noton

Note: Quilts will be on display to conference delegates all evening

FRIDAY, NOVEMBER 23, 1984

8:00 a.m.	Breakfast - Courtesy Advisory Bd.
9:00 a.m.	"An Agricultural Society can be More Than a Fair Board" Discussion - led by Rod Fisher, Dauphin Agricultural Society
9:30 a.m.	"New Innovations for 1984" Presentation by Ag Societies.
10:00 a.m.	Coffee
10:30 a.m.	Report on replies from societies re Soil Conservation Activities
10:45 a.m. - 12:00 noon	General discussion groups re fair activities & concerns
11:30 a.m.	Discussion re: "One card entry system for fairs - led by Carole Withers, Dufferin Ag Society
12:00 noon	Lunch - Dutch Treat
1:00 p.m.	Discussion re promotional booth at Winter Fair
1:15 p.m.	Fair dates for 1985
1:30 p.m.	Reports from discussion groups
2:00 p.m.	Resolutions
3:00 p.m.	Wrap-up and adjourn

SUMMARY OF AGRICULTURAL SOCIETIES CONFERENCE PROCEEDINGS AS PREPARED BY GLENN ARNOTT, PORTAGE LA PRAIRIE

The meeting was opened by Howard Baron, Chairman of the Agricultural Society Advisory Board at 1:15 p.m.

RESOLUTIONS COMMITTEE APPOINTED: Russell McKitrick, Glenn McKaskill
Joyce Lillies

Mr. Baron requested that delegates give serious consideration to resolutions related to the betterment of the agricultural industry. The Advisory Board will do their utmost to see that the Resolutions are carried out.

Mr. Baron introduced Morris Deveson, Superintendent, Agricultural Societies.

Mr. Deveson reviewed the conference agenda. He commented on the quilting competition - 51 quilts will be on display and will be judged today (Nov.22) - nine winners will be judged Friday (Nov.23). Provincial winner will be announced in March at the Manitoba Royal Winter Fair to be held in Brandon, Manitoba.

Mr. Alan Scarth - "A City Person's Perception of Agriculture & Farming"
(Text of Mr. Scarth's speech attached)

- urban people really don't think about farmers at all. A very disconcerting fact.
- our greatest concern should be that these urban dwellers are totally indifferent. Very hard to deal with this fact. The problem is that with the political clout of city dwellers being ignorant of rural problems is that future programs and policies will completely ignore the rural dweller. They have no knowledge of rural issues and are completely indifferent to what happens outside the urban area. There are parallels to what is now happening in Ethiopia.
- the only publicity on rural areas is about problems and failures.
- city dwellers show no concern about these. Agriculture should emphasize success stories of survival with high input costs in a soft international market.
- farm problems are invisible to the city dweller. They are ignorant of the true facts. Fore-fathers of city dwellers were aware that the rural economy was "the engine" of the total community. City dwellers of today have lost their connection with the farm and they do not realize that Winnipeg survives on service industries that support agriculture in Manitoba.

- People who were farm born are aware of the issues affecting rural area. This segment now constitutes a much smaller segment of society today - probably less than 10%. "The average city dweller does not have a clue of rural issues".

- "City voters will call the shot on land use in the future". They are not ready for this. They have no idea of the costs involved. "Conservation programs cannot be carried out by the average farmer because of cost to him". Techniques do exist to conserve and stop land degredation but they cost the farmer money. These ideas are foreign to the city dweller.

- "City dwellers consider rural people as voluntary unpaid caretakers of our heritage". They don't even think about the costs of conservation techniques. Dollars must come from the public purse to support farmers' conservation efforts.

- the Senate Committee Report on land use provides an update of the seriousness of the problem in Canada.

- it recognizes "that financial incentives be provided to farmers through federal/provincial programs to carry out a conservation program" (Recommendation #1) - it is hoped that the Commons will do something about it.

- "How do we do it?"- the answer is simple! "Conduct a Public Relations Program". It must be intensive - as in Railway ADS - C.N. & C.P. are good for you! They are good people. Why do they do it? Sooner or later they will be sitting in Ottawa asking for financial help. People develop a "Railways are Great Image". Isn't it about time we do this? Isn't this the way to get to the city dweller? Tell them what the farming community is doing. "Not complicated but - that farming is "essential" to the future of the city and province.

  Civilization had disappeared because they forgot about Agriculture and neglected their farming communities. We are heading down this road - because we are not telling the story.

  "USE MODERN MEDIA COMMUNICATIONS"

- Methods

  Long Term - develop people who can communicate to the urbanite. Should be a part of curriculum at the University level - Faculty of Agriculture.
  - farm organizations must develop a program to convert the city "voter" as to the importance of agriculture.
  - don't complain that you are misunderstood - be positive - "we are more efficient than any other industry in Canada" - promote the industry every opportunity we have.
  - BUILD A POSITIVE IMAGE.

  Agricultural Societies - should promote our Farm Organizations as the voice of the industry in building this positive image.

  An effective public relations program must be consistent - must be clear and must be continuous for a period of years - should be developed with involvement of farm organizations - Departments of Agriculture.

Note: Copies of "Soil At Risk", a report on Soil Conservation by the Standing Committee on Agriculture, Fisheries & Forestry, to the Senate of Canada are available on request by writing to:"Standing Senate Committee on Agriculture, Fisheries and Forestry, Committees & Private Legislation Branch, The Senate of Canada, OTTAWA, Ontario K1A 0A4" Phone: 613/995-3311.

Mr. Clarence Baker - "The Implications for Agricultural Societies & Farm People"

- Supported Mr. Scarth's thoughts on the urban "Indifference".
- related to the story that the American bands (kids from small towns) were far more responsive to the "Mr. Manitoba Farmer" float in the Red River Exhibition parade than the citizens of Winnipeg
- discussed Agriculture in Manitoba & Canada through a series of graphs.
- Mr. Baker cited production increases in the areas of wheat, barley, flax, corn, sunflowers, canola and hogs in Canada from the 1960's to the 1970's. Most increases were in the 33% range with some crops such as barley, corn and sunflowers increasing by 66% (table I)
- Mr. Baker then traced the net income per farm in Manitoba from 1976 to 1983 in the following table (includes produce consumed on the farm) (table II).

TABLE I - FARM PRODUCTION STATISTICS

	Produced during the 60's	Produced during the 70's
WHEAT	535 million bushels	813 million bushels
BARLEY	234 million bushels	737 million bushels
FLAX	86 million bushels	91 million bushels
CORN	1.5 million bushels	27 million bushels
CANOLA	22.5 million bushels	131 million bushels
HOGS	6,567,000 animals	10,039,000 animals

TABLE II - MANITOBA FARM NET INCOME

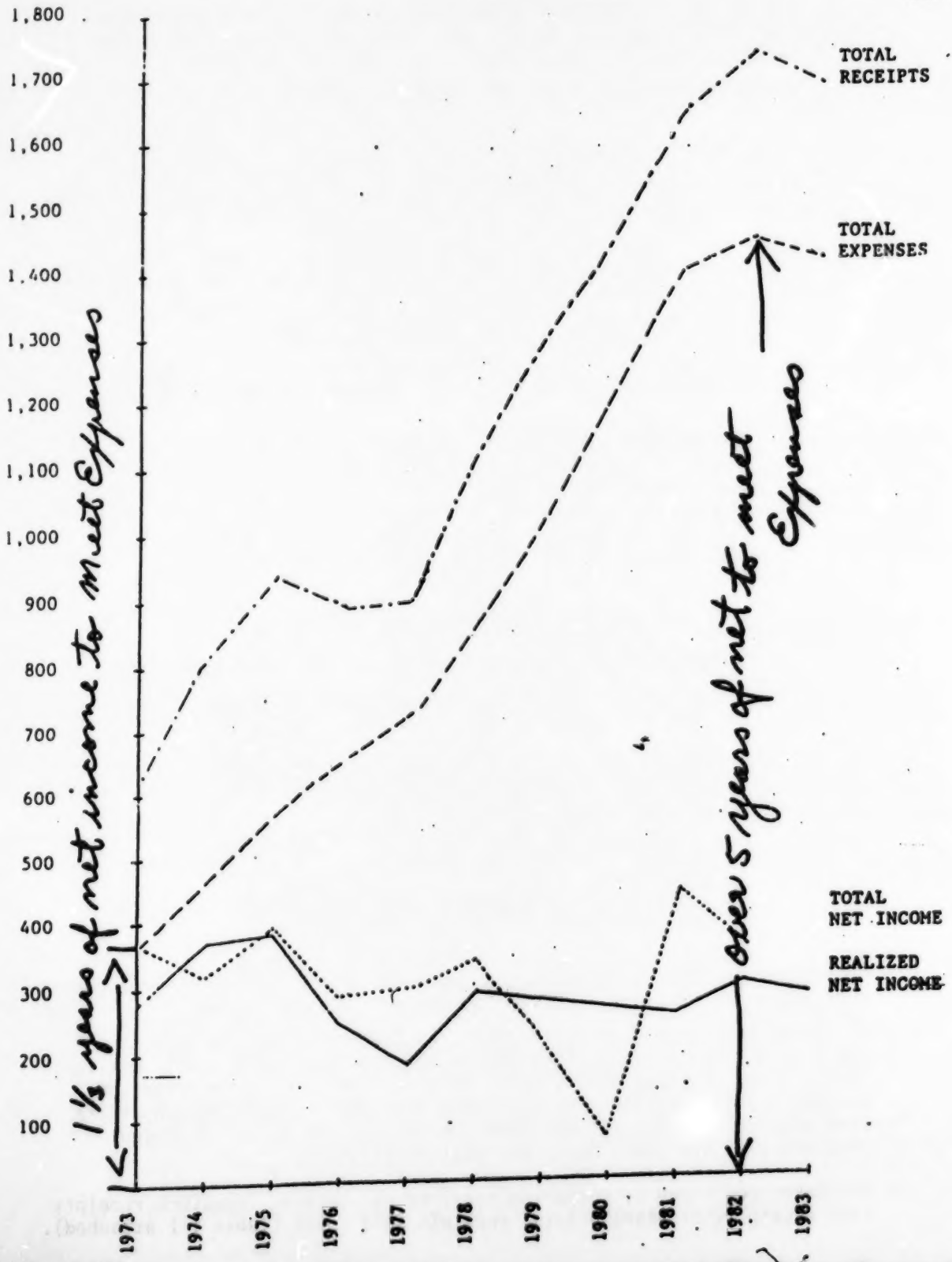
	Number of Farms	Net Income	Net Income per farm
1976	32,104	$ 290 million	$ 9,033.
1977	31,529	$ 300 million	$ 9,515.
1978	30,954	$ 340 million	$ 10,984.
1979	30,379	$ 230 million	$ 7,571.
1980	29,804	$ 53 million	$ 1,778.
1981	29,229	$ 451 million	$ 15,429.
1982	28,654	$ 358 million	$ 12,493.
1983	28,000	$ 287 million	$ 10,250.

Eight year net income average per farm $9,631.
(income includes produce consumed on farm)

- production in 1982 in Manitoba was valued at $1.73 billion while expenses were approximated at $1.4 billion or 88% of the gross value.
- Mr. Baker traced the interest costs from 1976 to 1982. In 1972, the interest was $57. million; 1977 - $63. million; 1978 - $81. million; 1979 - $118. million; 1980 - $150. million; 1981 - $194. million and in 1982 - $189. million. He indicated that this exemplified why there were problems for the farmers from the 70's to the 80's. Supposed prosperity at the "Farm Gate" was just an illusion.
- Mr. Baker concluded by comparing realized net income, livestock receipts crop receipts, expenses & total receipts on a chart (Table III attached).

TABLE III

CASH RECEIPTS, EXPENSES, REALIZED & TOTAL NET INCOME
For Manitoba, 1973-1983



Banquet - Guest Speaker - Mr. Fred McGuinness
(notes from Mr. McGuinness's speech are included)

- Memoirs - Fairs & Exhibitions
- Traced the history of Brandon Exhibition over the years. Also focused on other National Exhibitions and major attractions. Gave highlights of Calgary, Edmonton, Saskatoon, & Regina.
- In all fairs there must be a "magnet" to draw people - fairs should; a) inform, b)display, c)judge, and d)provide entertainment. In the 1980's difficult for fairs to compete with "media explosion". Younger generation not receptive in same manner as people prior to TV era.
- future success of country fairs may be based on "nostalgia" - supported by success of homecomings, reunions, centennial celebrations, etc. An endless interest in looking back.
- are agricultural societies serving their communities by trying to do something different?
- should there be displays annually on "How To"?
- should there be local demonstrations by experts?
- is there enough local participation?
- please change - innovate - don't be afraid!

In adjourning the banquet Morris Deveson announced the nine district winners of the Canada Packers Quilt Competition - the final provincial champion will be announced at the Royal Winter Fair in Brandon in March.

DISTRICT WINNERS

DISTRICT	NAME	SOCIETY REPRESENTED
Northern	Luella Zimmer & Karen Cornish of Inglis	Russell Ag Society
Northwestern	Lynne Hopley, Oak River	Oak River Ag Society
Western	Margaret Campbell, Reston	Pipestone/Albert Ag Society
Southwestern	Lorraine East, Killarney	Killarney Ag Society
Northeastern	Thruda Floyd, Arborg	Arborg Ag Society
Eastern	Hazel Bell, Miami	Roland Ag Society
Northcentral	Muriel Thorpe, Carberry	Carberry Ag Society
Southcentral	Alice Williment, Miami	Notre Dame Ag Society
Southeastern	Bonnie Mitchell, Southport	Portage Industrial Ex.

Mr. Deveson also thanked the A & B Fairs Association for sponsoring the reception before dinner.

November 23, 1984

Rod Fisher - "An Agricultural Society Can Be More Than a Fair Board"

Dauphin has been involved for many years in other activities. They include things such as:

- youth activities
- pure bred cattle sale
- provide coffee at agriculture meetings
- pure bred swine sale
- sponsored a "career start student" to work on the corn/soybean research plots at Dauphin under the Brandon Research Station
- sponsor a $500. bursary to a student in human ecology - degree or diploma - agriculture or veterinary
- running a "community coming events" column in the Dauphin Herald
- donate $50. to any new 4-H club starting in the area
- provide trophies for 4-H Public Speaking
- sponsor a "large" 2-day seminar on current agriculture topics with Manitoba Agriculture and local agri-business
- included a ladies' program in this seminar
- will be charging a $5.00 registration fee in 1985 - sold over 30 spaces to agri-business for displays - local businesses very supportive in carrying out activity - have planned a very interesting and extensive program in 1985 - copy enclosed - with the Women's Institutes - the more people involved the more chance of good attendance and the more pertinent the ideas that evolve.
- are discussing a "clean field" competition for 1985
- sponsored a "bus tour" to the 1984 Weeds Fair in Brandon
- sponsored a "bus tour" to Regina's Farm Progress Days
- have Dauphin Ag Society "jackets" to identify the organization
- have sent questionnaires to people asking them for ideas on activities other than fairs they would like to see
- should be more involved in local farm business associations
- challenged agricultural societies to get more involved in 1985 - perhaps on some activities two or more societies could join together to arrange
- Rod suggested that perhaps monies should be available for prominent speakers such as Red Williams or Gunther Rahnefeld
- suggests if agricultural societies want more involvement from public let the "public" know - they will be surprised at response.

Full content of Mr. Fisher's speech is included in proceedings.

REPORTS FROM SOCIETIES ON NEW INNOVATIONS IN 1984

Russell Agricultural Society	-	pig wrestling - created a lot of interest
	-	firemen's rodeo - simulated fire rescue
Roblin Agricultural Society	-	"Bessie Bingo"
Swan River Ag Society	-	joint sharing of secretary with Chamber of C.
Roblin Agricultural Society	-	"moonshine days" - a joint venture between Chamber of C. and Ag Society

REPORTS FROM SOCIETIES ON NEW INNOVATIONS IN 1984 (continued)

Springfield/Dugald Ag Society
- break-dancing demonstration for the young people at fair - provided good entertainment
- used Stan Dubicek as a celebrity - created a lot of interest - gave the fair excellent coverage
- a clown school through 4-H
- a cribbage tournament was moderately successful
- an open competition for youngsters to initiate the "Rock Stars"

Stanley/Winkler Ag Society
- clean field competition (assisted by weed supervisor and Ag Rep)
- motorcycle jump at the conclusion of the tractor pull - brought people out

Gladstone Agricultural Society
- involved Chamber of Commerce
- sponsored local talent in Art
- sponsored "break-dancing" demonstration

LOUISE HUME - MANITOBA AGRICULTURAL HALL OF FAME

- established and incorporated in 1976 in Austin Agricultural Museum
- in 1982 transferred to Keystone Centre in Brandon
- recognition to prominent Manitoba agriculture citizens (living or deceased)
- financed by individual contributions, grants and the Heritage Fund
- need support to inform organizations of the Manitoba Agricultural Hall of Fame and Heritage Fund - contacts are: Russell McKitrick & Ralph Poston

Morris Deveson - reported on the 1983 Resolution on Soil Conservation - (ten societies heard from)

- Valley Ag Society - took part in several meetings to promote soil management
- Teulon Ag Society - none by ag society - Ag Office carried on extensive program in society area
- Arborg Ag Society - Co-sponsored meetings with Manitoba Agriculture Shelterbelts program most important Demonstrations
- Carberry Society - no definite action taken - less tillage being done in area
- Rapid City Society - Ag Rep talked and showed film - open to public
- Cypress River - "Soils Day" March 22 with Crawford Jenkins as speaker
- Dauphin Af Society - Farm Seminar was held in Feb. '84 - speaker George Bonnefoy on Forage Crops
  - Seminar planned for Jan. '85 - speaker planned Crawford Jenkins "The Right of Land Use - Soil & Water Management"
- Rockwood Ag Society - Soil Management Seminar - Stonewall - 50 farmers attended
  - Participated in formation of South Interlake Soil & Water Improvement Assoc.
  - Society has sponsored "Master Farmer Award" for best all around farmer - stressing land management
- Pipestone Albert - no definite action taken
- Dufferin Ag Society - no definite action taken

A discussion followed re the use of funds for activities other than livestock shows. There is under the Act, allowance for demonstrations and exhibits to replace or supplement the livestock competition. It must however fall within the dollar limits available to each Agricultural Society. There are no additional funds for activities such as meetings,seminars, field days, tours, available at the present time.

DISCUSSION GROUP REPORTS

Glenn Arnott

1) Liability Insurance

- suggested as a topic for the 1985 conference
- suggested dealing with a broker, not an agent
- a report is to be supplied by Neil Andrews to be circulated to all Manitoba Societies
- Fair boards must examine coverage closely - directors must know and understand coverage
- it may be possible to get coverage with local rural municipalities (more economical)

Recommendation: Have a broker on the agenda for the Manitoba Conference in 1985 - he will explain and advise

II) Ways to get more participation in Agricultural Societies

- Develop programs that are interesting to all segments of the community - Chamber of Commerce, local government, agri-business and farm business associations
- develop programs that can interest and hold young people and young couples
- use local people in meetings, short courses, and seminars
- use questionnaires to ask people what they expect of the fair and other activities - ask for suggestions (eg. Dauphin distributed a questionnaire via the Mall - Directors-Elevator Managers - Agriculture Office. Involving more people will make them more aware of the society)
- invite young farm couples to join - give them authority and responsibility to do "their thing" - let them innovate as they are in "tune" with their peer group

III) How to Improve the Public Relations Image of Agriculture with large Urban Audiences

- Participation in large urban trade fairs with displays, etc.
- develop a "do you know" TV Program
- be prepared to spend dollars for 'telling your story' about agriculture and use whatever gratis advertising is available.
- keep the communications channels with the media open - cater to media people and negotiate for 'free' time
- use CRTC time
- use an Advertising Consultant (professional)
- develop a 'marketing plan' with continuity and consistency - should be province-wide and interprovincial.
- publicity must now be 'hard sell'
- consult with agri-business re joint publicity on the agricultural industry
- encourage and support the newly formed "Keystone Agricultural Producers Assoc."

Pat Orsak - Discussion from the Home Living Section

System of payment of judges

- problems have occured with judges requesting more than $7.50/hr for judging
- anything above that rate not covered by agricultural society grants
- suggest that a letter be written to the judge to clarify expectations such as fees, what classes they will judge, approximate judging time, where to report to, etc.

Qualify for Fair judges

- concern has been expressed about knowing which are qualified Home Ec judges
- be sure to get the qualified judges list from your society/treasurer
- if not available from them check with your local home economist
- suggestion made that for correspondence directly related to the home living section such as Canada Packers Quilt Competition, judges lists, etc. be sent to the secretary/treasurer and home living section director
- check qualified judges list for educational background, judging experience, their area of expertise and training sessions attended
- apprentice judges must attend three fairs with a qualified judge per category which they wish to judge. For example, if they wish to judge foods they must attend three fairs apprenticing in foods. If they wish to judge clothing, they must attend an additional three fairs to apprentice for clothing
- Directors expressed support for continued update of judges
- Directors have the right to question a judge about a decision, but they should not attempt to influence a judge's decision
- recommendation was made for a clinic on basic techniques of judging for new and apprentice judges as well as anyone who wishes an update on judging methods. An invitation to each agricultural society to send two directors as observers, would aid directors in better understanding the system of judging
- open judging and exhibitors' schools are another means of improving the understanding of judging

Insurance for Articles

- many fairs state in their book that they are not responsible for lost or stolen articles
- recommendation was made that "C" Class Fairs look into insurance for damage, loss or theft

Complimentary Tickets

- given at the discretion of the Agricultural Society depending on whether or not benefits outweigh costs.

Encouraging New Entries and New Exhibitors

Ideas: -silver tray presented from Royal Bank for junior entrant with most points
-new classes in fair books
-sponsorship - eg. tickets for Jets game (sponsored by Jets) for each junior who enters
-draw for weekend at Delta Inn to include names of all who entered fair

Ideas:(continued)

-directors go to school - staff meetings to explain classes and encourage questions
-directors personally contact community members, craft groups, sewing classes etc. to show which category they can enter
-exhibitors' schools encouraging new exhibitors.

A discussion followed re Judges' Lists - the Home Economics Judges' list is updated every three years.

Morris has requested the Breed Associations to submit recommended Judges' lists. They may not be complete - societies may know of qualified people - they are free to use them - societies should also submit names of qualified judges to the Superintendent.

PROMOTIONAL BOOTH - ROYAL WINTER FAIR - BRANDON

Royal Winter Fair was commended on the allocation of space for this promotion. The Advisory Board will be dealing with this at their next meeting. The same space will be available for the displays in 1985. Good reports received on posters made available for display. Used by the societies at the district level for promotion as well.

Suggested that Agricultural Societies who have a page left could list the dates of neighbouring fairs along with the secretary's name, address and phone number.

ONE CARD ENTRY SYSTEM AT FAIRS

Being used enthusiastically by several fairs - could the Dept. print and distribute the cards? If enough are using this system could be done by utilizing some of grant money.

Note: The Dept. will not be supplying cards in 1985.

RESOLUTIONS FROM CONFERENCE ATTACHED

RESOLUTIONS

RESOLUTION #1

Moved: Rod Fisher, Dauphin
Seconded: Bev Prestayko, Dauphin

"That, due to the increased need for Agricultural Societies to be involved in sponsoring educational programs,

Be It Resolved, that Manitoba Agriculture and Agriculture Canada be requested to include in their grant system, funding for Agricultural Educational Events"

CARRIED

Motion at Advisory Board meeting in January, that a letter be sent to Ministers of Manitoba Agriculture and Agriculture Canada including the resolution above as worded. (carried)

RESOLUTION #2

Moved: Ron Brook, Dauphin
Seconded: Leigh Waggoner, Roblin

"That, due to the vast opportunity for greater involvement by Agricultural Societies in Agricultural Event ,

Be It Resolved, that all Agricultural Societies be challenged to co-ordinate an educational event for the coming year and to report back to next year's Agricultural Society Annual Conference"

CARRIED

Motion at Advisory Board meeting in January, that this resolution, as worded, be sent to all Agricultural Societies for consideration and action. (carried)

RESOLUTION #3

Moved: Howard Baron, Carberry
Seconded: Bill Ironside, Rapid City

"Whereas, It is essential that we as farm people present the concerns of agriculture in a positive fashion, &

Whereas, Keystone Agricultural Producers is a new organization, with a new and fresh approach to the problems facing agriculture,

Be It Resolved, that we, the Agricultural Societies of Manitoba urge our members to give their moral and financial support to the Keystone Agricultural Producers"

CARRIED

Motion at Advisory Board meeting in January, that this resolution, as worded, be sent to all Agricultural Societies for their consideration. (carried)

RESOLUTION #4

Moved: Toby Trimble
Seconded: Charlie Oliver

"Whereas, Federal Government, by Order-In-Council has legislated that Canada must convert to the Metric System, and,

Whereas, this same Metric System has caused undue confusion in the agriculture industry, and,

Whereas, there are so many physical things ie., square sections etc., that can never be changed,

Be It Resolved, the Agricultural Societies of Manitoba petition the Manitoba Department of Agriculture to provide both systems; Metric & Imperial, until such time as the future generations being now schooled in Metric are actually operating our industry"

CARRIED

Motion at Advisory Board meeting in January, that this resolution, as worded, be sent to the Manitoba Dept. of Agriculture. (carried)

RESOLUTION #5

Moved: Jack Mitchell
Seconded: Calvin Stewart

"Whereas, farming has changed a great deal since farms were electrified around 1950, and,

Whereas, the horse and buggy single phase power is of very little use to the modern farm, and,

Whereas, it is technically possible to put 3-phase power on every farm at a very low cost, and,

Whereas, we believe Manitoba farmers needs should come ahead of Nebraska farms for Manitoba power,

Therefore, Be It Resolved, that we request the Manitoba Government to instruct Manitoba Hydro to consider the provision of 3-phase power to Manitoba farms at a reasonable cost"

CARRIED

Motion at Advisory Board meeting in January, that this resolution, as worded. be sent to the Manitoba Government. (carried)

RESOLUTION #6

Moved: Joyce Lillies
Seconded: B. Simonsen

"Whereas, the introduction of an Agricultural Societies Provincial Conference is not yet established on a regular basis, and,

Whereas, financial support is only available for one conference each year, and,

Whereas, distances and expenses are higher at a provincial conference,

Be It Resolved, that a provincial conference be held regularly every two years and a regional conference held each year prior to the provincial conference,

Be It Further Resolved, that if provincial funding is not available for regional conferences the year the provincial conference is being held, that local societies rotate hosting and lunch be supplied at a cost to those attending"

DEFEATED *at conference no action taken.*

RESOLUTION #7

Moved: Charles Oliver
Seconded: Gary Hooper

"That a provincial conference be held every year with regional conferences being optional at the discretion of the societies within the region"

CARRIED

Advisory Board have taken this resolution into consideration.

RESOLUTION #8

Moved: Blanche Bjarnason
Seconded: B. Simundson

"Whereas, the Canada Packers Quilt Competition is a provincial event, and,

Whereas, the number of entries at the provincial level could become unmanageable and administration costly,

Be It Resolved, that the district level competition take place within each region with winners going on to the provincial level at the Royal Winter Fair in Brandon,

Be It Further Recommended, that Canada Packers recognize the administration efforts at the local level of the competition with a financial contribution of $10. to each society sponsoring the event, instead of the $100. for the society with the competition winner"

DEFEATED *at conference no action*

RESOLUTION #9

Moved: Joyce Lillies
Seconded: Mavis Stewart

"That the Canada Packers Provincial Quilt Competition district winners be judged in three regions, with three districts per region - judging to be done at a central point in each of the three regions,

Region #1 - North, North Western, and Western Districts
Region #2 - North East, South East, and Eastern Districts
Region #3 - South Western District, North Central and South Central Districts

with the top nine district winners going on to Brandon"

DEFEATED *at conference no action taken*

RESOLUTION #10

Moved: G. McCaskill
Seconded: C. Oliver

"Whereas, forage dry matter and seed production represent a significant segment of the Agricultural enterprise in Manitoba, and,

Whereas, farmers should have access to the best species and varieties available, and,

Whereas the evaluation of perennial forage crops is a lengthly program (5 - 10 years), involving representative environments,

Therefore, Be It Resolved, that the Agricultural Societies of Manitoba recommend that all levels of government continue to support the Forage Variety Testing and Management Program"

CARRIED

Motion at Advisory Board meeting in January, that this resolution, as worded be sent to the federal and provincial departments of agriculture.

Russell McKitrick moved a vote of thanks to those involved in the development and implementation of the 1984 conference with unanimous approval from all in attendance.

Ralph Poston commented on the real need for soil conservation programs. Urged all agricultural societies to become more involved in soil management programs to encourage conservation at the farm level.

Moved: Jack Mitchell
Seconded: Grace Adamson

"That the conference thank Canada Packers for sponsorship of the quilt competition"

CARRIED

Letter was sent from Winnipeg Agricultural Societies Office in December.

ADDRESS TO ANNUAL MEETING OF AGRICULTURAL SOCIETIES
THURSDAY, NOVEMBER 22, 1984, BRANDON - A.W. SCARTH

In 1984 I may be making the mistake of trying to explain rural people to urban people, and urban people to rural people. There is a real risk of getting caught between.

A lawyer should know better. My butcher George Thompson likes to tell me lawyer stories. He says put one lawyer in a small town and he'll go broke. (That's because he's in between on every deal). Put two lawyers in a small town, says George, and they'll end up owning it.

I began this year in Dauphin at the annual meeting of the Conservation Officers Association suggesting that the time had come to understand the poor city people, because fewer and fewer of them are buying shotgun licenses and heading out into the country. Maybe you wouldn't be too concerned if a few of the offensive city characters stopped buying licenses and stayed at home, but the great majority of hunters are decent types. Even more important, they understand the farm community a little better than those who don't get out at all, and we should encourage them. So I was suggesting to the Conservation Officers that, in addition to checking licenses, they might do a little marketing of the virtues of getting out and meeting landowners and understanding this province a little better.

This Spring I had the privilege of returning to one of my old stamping grounds, the speaker's platform at the Manitoba

Wildlife Federation Annual Meeting at Clear Lake. I like to claim some credit for campaigning for the revision in the Wildlife Act 4 or 5 years ago which requires landowner consent before a hunter can enter private land. This was put into the Wildlife Act by the Minister of the day, Brian Ransom. I predict it may be 10 or 15 years before its full effect will be felt in hunter/landowner relations. Many hunters don't yet understand that the requirement of landowner consent is part of our law. For their part, landowners are still working on systems for bringing the hunter and landowner together and certifying that the consent has actually been given and for what area. The goose hunt in the Oak Hammock area is an example of a completely organized system, with a central control and a ticket issued to each hunter, good for 6 wild goose chases. The systems for landowner permission for deer hunting in south-west Manitoba are also part of the developing pattern.

At Stanley Cup time, I had a somewhat restless audience of resource managers at the Fort Whyte Centre in south-west Winnipeg. I spoke to them on a theme which I have been trying to convey since the Land Use Conference of 1981 sponsored by United Grain Growers, and even before that. This theme is that the ignorance, the lack of knowledge, about the rural community among the urban population, is increasing, not diminishing. 60% of this province's population lives in the City of Winnipeg. Fifty years ago, most city people were either off the farm, or their fathers and mothers or someone else in the household were off the farm, and they understood the farm community. Today, after two genera-

tions of asphalt living, the farm-raised population in the city is down to a minor fraction of the total. What most city people know about farmers is what they read in the papers, and that's not much and it's mostly negative.

The reason that the makeup of the urban population is important to resource managers is that in that part of Manitoba which is under the plow (I had better stop using the expression 'under the plow' because if my friend Jim McCutcheon and his Zero Till farmers have their way, none of Manitoba will be under the plow). In that part of Manitoba which is farmed, the soil and water resources are really managed by farmers. And the urban voters who now control the Manitoba Legislature must be able to understand what a farmer does and must do to make his living off the soil, and how the right legislation and the right government programs can make it possible for a farmer both to conserve his soil and water resources, and stay solvent while doing it.

So all year I've been explaining the ignorance of us city people, and now Morris Deveson has suggested I explain how we ignorant people view the farmer.

The most striking thing, and the most disturbing thing, about city people is not what they think about farmers, but that they don't think about farmers at all.

Indifference is harder to deal with than any form of criticism or prejudice. Juan Montalvo, in the last century, put it well when he said, "*There is nothing harder than the softness of indifference.*" If people don't really care what happens to the agricultural community, you can't even start a good argument.

This indifference, this uncaring attitude, is, in my view, solely the result of ignorance.

I should pause a moment to make sure that nobody misunderstands what I mean by ignorance. Ignorance is not stupidity. Webster defines ignorance as being destitute of knowledge, or, getting closer to the mark, to be uninstructed.

Highly intelligent people can be ignorant of a whole segment of knowledge which vitally affects their fellow man. Many of us in this room did not understand until the last couple of weeks that the famine in Ethiopia is part of a long-term ecological change, a persistent lack of rainfall which has continued for 30 or 35 years, and may never be reversed within our lifetime. The graphic television shots of starving children have caught our attention, and for the first time many of us are learning that these millions of people may never get back on their land, and that what was their land may become a permanent part of the desert. As the poet said, "*The lone and level sands stretch far away.*"

We count ourselves reasonably intelligent people. Yet most of us were ignorant about the problem in North Africa, even though it was an agricultural problem. Most of us simply had no knowledge of it; we were uninstructed.

I'm not suggesting that Winnipeg citizens, city people, are as ignorant about our own agricultural community as we have been about North Africa. But there are parallels.

It is unfortunate but true that it is only because there are problems on the farm front that the agricultural industry gets prominent media coverage. Unfortunate because attention is focused on the failures in the farm community rather than on the success stories of those who have managed to survive the high cost of inputs and soft international markets by operating some of the most efficient farms in the world.

The number of farmers, good farmers, who are being forced out of business is reaching a level which we have not seen in recent times. What I find deeply disturbing is that the urban population of this province, and of Canada generally, does not show a comparable level of concern. If a city industry, on which the city's economy was as dependent as it is on agriculture, was experiencing the same number of failures, there would be crowds of protestors in the streets, demonstrations in front of the Legislative Buildings, and marches on Ottawa.

The difference is that the farm bankruptcies are invisible to the urban population. City people, to use Webster's phrase, are destitute of knowledge, they are uninstructed, about the damage to the farm economy which is the engineroom of the West. It is astonishing that a city which is dependent upon service industries which are in turn dependent to a significant degree on the agricultural industry, can be relatively indifferent and complacent about what is happening in rural Manitoba. The answer, of course, is ignorance.

And who is responsible for this ignorance? All of us who are engaged in any aspect of the agricultural industry must acknowledge some of the responsibility.

If I may again borrow from my paper to the Land Use Conference, and my more recent variations on the theme, the demographic makeup of the urban population 50 years ago contained such a large segment of citizens who were only one generation from the soil that there was a receptive audience in the cities for farm news, farm successes and farm problems. Our Legislature was dominated by farm members. It adjourned religiously at seeding time.

In the intervening years, you have lost your audience in the city and your majority in the Legislature, year by year, citizen by citizen, member by member. The Legislature will now sit through seeding time. Winnipeggers are now three generations from the soil. There is no understanding at the dinner table

when farm questions are raised. Farm questions may not even be topics for discussion in most urban homes.

Why is this of vital importance to farmers? Because city voters will call the shot on land use from now on. And they are not ready to call the shot.

To begin with, city voters don't understand that it will take money to save our soil.

In a very useful paper delivered in April 1984 by Robert D. Sopuck, a thoughtful consultant with a farm background, he made the point that "*the soil conservationist and wildlife advocate face a frosty reception when they ask the farmer to please farm in such a way so that society may benefit. Study after study has shown that conservation programs, no matter how socially desirable, cannot be carried out by individual farmers because they simply cannot afford it.*" Sopuck quotes Charles McLaughlin, an Indiana farmer: "*Farming is the only major segment of the economy which buys at the price asked and sells at the price offered.*" "*We cannot add the price of soil conservation or of public recreation to our operating costs, however desirable conservation and recreation may be, and stay in business.*"

Bob Sopuck makes the essential point that techniques <u>do</u> exist to reverse soil degradation <u>but they cost money</u>. <u>Zero Tillage</u>?

Farmers are being increasingly squeezed by the exhorbitant cost of chemical weed control. Elimination of summer fallow? It costs more in chemical fertilizers. Shelter belts, gully restoration, and other '30s techniques'? Costly in terms of operating time.

These ideas are second nature to you in the farming community. What has to be realized is that they are all strange to urban people. They think of farmers, when they think about them at all, as voluntary unpaid caretakers of our soil heritage, who do their job for the love of it, as a way of life. The suggestion that you might need a hand has never occurred to these people.

Their first thought might be that some kind of government regulation (as distinct from government money) would solve the problem. Sopuck warns, "*As a group, farmers are aware of soil degradation problems; I've been at enough information meetings where research results have been presented to groups of very interested farmers. We want to farm in a way that will sustain our soils and land, but will not accept regulations imposed from above.*"

"*SOIL AT RISK*", the report of the Standing Senate Committee on Agriculture, under the chairmanship of The Hon. Herbert O. Sparrow, which was issued in June 1984, can be a significant document if it is brought home to the urban voters. I commend it to those who haven't read it.

To provide a more favourable fiscal climate for farmers, the Senate Committee, among other things, recommends:

> "14. *That financial incentives be provided to farmers through federal-provincial agreements, appropriate to local needs, to help defray the costs of conservation practices."* (This is the important signal <u>if</u> it is heard.)
>
> "15. *That accelerated capital cost allowances be permitted on capital expenditures relating to soil conservation, such as conservation tillage equipment, grass waterways, terraces, etc."*
>
> "16. *That land tax assessment notices in all provinces clearly show the basis on which the land is being taxed so that the owner is aware of the worth of the productive capability of various portions of the land."*

The Senate Committee also recognizes that action is needed to increase awareness and to sustain a national conservation effort. It makes recommendations such as a National Soil Conference Week so that soil conservation becomes an important national issue. It is also suggested that provincial governments add soil degradation and conservation studies to the primary and secondary school curriculums through the addition of environmental courses. A national conference and a continuing Council on soil and water conservation are recommended.

The Senate report is plainly worded, direct, cogent and persuasive. But its message has to be marketed to the urban voter.

Let's look for a moment at another industry and see how aggressive management has reacted to a zero or negative public image. The railways for a generation or two have been the butt of jokes on the passenger side about never being on time, and the target of complaints on the much more important freight side that they are inefficient and are not service-oriented.

You are aware of their recent response. Both CN and CP are now telling us, in the breaks between football and hockey action, what a great industry the railway industry really is. There are no specifics to the message. We are simply told that the railways are doing a job for Canada.

What is their corporate objective? Surely one of the major factors in their thinking is the recognition that the health of the railway system is significantly dependent upon its support in the House of Commons at Ottawa. If people feel good about the railways, Members of Parliament will be inclined to be generous when voting subsidies.

Isn't it about time that the agricultural industry took its case to the public? A 20-billion dollar industry deserves

some media time. Your story is a success story, of making a living in a difficult environment, by efficiency and hard work.

And the story includes paying for inputs at domestic prices so that Canadian industry and industrial workers can make a decent living, and then surviving on product prices which are largely fixed outside our borders.

Once there is fresh public recognition of the agricultural industry's importance, the urban voters will be ready to be introduced to a second idea: that if our national agricultural base is to remain sound, farmers will have to be assisted to conserve the soil. That message, and the specifics which the Senate Committee and others are proposing, is what the media people would call a 'second phase' message.

We are still at the first phase: we must overcome the softness of indifference. Historians in their booklined offices keep reminding us that many significant civilizations, beginning with the Sumerians, and, closer to home, including the Mayans in what is now Eastern Mexico, weakened and then collapsed because they neglected their agricultural base, upon which they were built -- they forgot that civilizations develop in response to efficient food production from well-maintained soil, and that it follows that civilizations are dangerously weakened as soil productivity is lost.

The ministers of the Mayan government are known to have received reports from their agricultural experts that the soil was becoming saline and increasingly degraded and that production was falling despite increasingly intense farming. The urban people who were enjoying the good life on that portion of the farm production which was surplus to the farm requirements, had forgotten their own history, and were indifferent. Today, there is nothing to be seen in that great area except poor trees growing on eroded soil and the ruins of the Mayan towns.

In 1984, we have the benefit both of the lessons of history and the ability to communicate them. 80% of our population lives in cities and a very high percentage of those gain their perceptions of their fellow man from the television screen.

They are waiting for your message. If each of you contributed $5 a year towards a public relations budget, through your farm organization, you would be starting the essential process of educating my friends and your friends in the city. This might be the best $5 you spend all year.

I look forward to seeing you on television.

ADDRESS - PRESENTED BY MR FRED MCGUINNESS
Newsman and Broadcaster, Brandon, Man.

Nostalgia may represent a new source of strength for prairie fairs, in the opinion of Fred McGuinness.

McGuinness is a Brandon newsman and broadcaster who spoke to the annual convention. He's a life-long observer of fairs and exhibitions. Over the years he has been associated with the Provincial Exhibition of Manitoba, Red River Exhibition, and the Medicine Hat Stampede. In earlier years he toured the "A" circuit as a publicist for Royal American Shows.

It is his thesis that the original functions of the country fair have been taken over by the forces which in the past 50 years have given us "an explosion in communication". Visitors to fairs once attended in order to "see things they could not see anywhere else". Today because of TV, the farm press, and specialty shows, this educational role of the past has diminished.

McGuinness said that from his studies of the history of fairs they had four or five principal functions; to display, to judge for excellence, to inform, and to entertain. In almost every respect modern communication has caused these functions to be superseded.

The speaker did, however, point to two areas in which fair boards may find sources of renewed strength.

It is his opinion that one of the great social forces of the moment is nostalgia, the popular business of looking backward, of yearning for those good old days.

When he considers the startling success of homecoming celebrations associated with jubilees and centennials he realtes this to nostalgia and finds that here there may be a means of building up fairs as social functions. McGuinness believes that much more could be done through personal communications to coax home for fair day or fair week the former residents and their descendatns. He says this is possible not only because of the nostalgia factor, but also because of relative affluence, senior citizens doing things on an organized basis, and the memory stimulation which has followed the writing of so many local histories.

McGuinness says those fair boards which consider "organized nostalgia" as a display attraction may consider the related social factor of "how-to". He says the most popular books on the market these days are written on a how-to basis; how to collect stamps, how to raise bees, how to card wool, how to do handcrafts or engage in cultural pursuits. Affluence and longevity are two factors which may contribute to this current interest.

The speaker says that fairs which try "how to" displays are building upon the startling success of the "granddaddy" of all the prairie fairs, the Territorial Exhibition held in Regina in 1895. With a population of only 2000, Regina organized a show which attracted to town tens of thousands of visitors to see exhibits shipped in from the Rockies to Eastern Quebec.

The major magnet for the territorial show was "how to". This was an organized means through which newly settling families could learn how to raise hogs and make bacon, build a tar paper shack, dig wells, do practical sewing, manage and breed horses, cattle and swine.

McGuinness believes there are still some how-to attractions which fairs could provide to replace the educational work they once did in agriculture. He believes that many visitors would respond favorably to working demonstrations of handicrafts. He believes as well that display space could be provided in which collectors could display and talk about their collections.

It is the speaker's belief that while other educational forces are performing those good works once done for agriculture at "A", "B" and "C" fairs, there's another source of strength in the social realm. He says there's a social and agricultural legacy to the traditional "fair day" that can be built upon.

Concluding his talk, McGuinness said that in his opinion, "fairs and exhibitions can change or die...and the dying is the easy part, just surrender your charter".

"Much more challenging, however, is the development of the new program of information and education, one so personal that it can't be challenged by that same television which so effectively killed the old grandstand show."

ADDRESS - PRESENTED BY MR ROD FISHER
Dauphin Agricultural Society

An Agricultural Society can be more than a Fair Board. When Mr. Deveson asked me to speak on this topic I started to think about how our agricultural society got more involved. I remembered our President coming back from Western Canada Fair meeting and saying that Mr. Deveson maintained that we should do more than put on fairs and we saw a need for greater involvement in the farming community, so we gradually started to get involved whenever possible.

I believe the Ag. Society sponsored a farm short course every winter for 4-H members at the Easter break but this was discontinued several years ago.

The Dauphin Ag. Society has for several years sponsored a bull sale every spring and it has always been well received by both rander and purebred breeder.

This coming spring we will operate a swine sale in our Sales Barn for the second year. We were approached by area hog producers to help them run a sale last year and we consented for a small fee to cover our costs. The sale met or exceeded their expectations and they have planned a second sale this spring and we hope it will be an annual event.

I suppose our first step to get more involved was the offer to purchase coffee for a variety of farm meetings sponsored by MDA.

Brandon Research Station has a corn and soybean plot in Dauphin and last year Dauphin Agricultural Society applied for a Career Start grant to work with the Research staff. This project enables CDA to get more funds for research and as well, a local student planning on entering first year Agriculture at the University of Manitoba obtained some valuable experience and a good prospect for a job next year.

On the subject of university, we sponsored a $500.00 award to any student entering Agriculture, Veterinary or Human Ecology courses at any university. We have offered this award for two years and plan to continue. This award is based on need, community involvement and marks.

One project which we are trying to get off the ground right now is: We negotiated with our local paper and are trying to run a coming events column similar to the Manitoba Co-operator except we charge $2.00 per line. We are looking forward to the upcoming farm meetings to get it off the ground. We want a place in the paper where farmers can look for coming events.

At the last meeting a motion was passed to donate $50.00 to any new 4-H club starting in the area to give them operating funds, as we feel

there is a need for more 4-H clubs in our area. We have for several years sponsored trophies for the 4-H public speaking competitions and also are involved financially on rally day.

I suppose the biggest event of the year next to the fair is our two-day Farm Seminar. We had contemplated sponsoring a farm meeting but our 1983 Fair was far from a financial success and we were hesitant about risking a large meeting, and one day the Manager from Bank of Nova Scotia and the Agricultural Loans Manager from Winnipeg asked what I thought the response would be if they were to hold a meeting in Dauphin for the area farmers.

This appeared to be the opportunity we were looking for and we offered to go along with them. We then got together with our local Agriculture Department and Dauphin-Ochre Weed Board and the ball started to roll. We didn't really get rolling until January 1st and we held a very successful 2-day seminar on the second week in February. We were fortunate to be able to book Red Williams from Saskatoon, a speaker on computers, a local farmer, Niel Stewart from Roblin on special crops, a beef farmer from Pine River talked on his operation and a feedlot operator from Ochre River talked about his Custom Feedlot. We also ran a lady's program in another conference room but this year we are not calling it specifically a lady's program as we found most of the ladies were also interested in the farm topics.

I feel the seminar was very successful and all evaluations which were completed congratulated us on a successful event. The main reason for the success was the total involvement of the three parties as well as support from local businesses and chemical companies. We rented display space to over 30 companies. This far exceded our expectation.

We had coffee sponsors from local businesses on one day and the other day the local Seed Growers supplied coffee. Lunch was provided one day by the Bank of Nova Scotia and the second day by several local businesses. MDA helped financially with advertising, hall rent and speaker.

This year we hope to get about 10 sponsors of $100.00 each for the meals for two days and the Bank of Nova Scotia is subsidizing the banquet. Last year we charged a $3.00 registration fee and this year we will charge $5.00 which includes the noon meal.

I must add that this year the Women's Institute are involved in planning the 1985 meeting and have had valuable input. I must emphasize

that the main reason for the success last year and hopefully this year is the involvement of the five bodies and support from local businesses. The more people involved, the more ideas brought forward and you'd be surprised at the contacts that some of these people have for speakers, and if 20 people bring 10 people, you've got 200. Last year we had a total of 300 for the two days.

Along with the major seminar we also held an evening meeting on Rural Crime Watch which has resulted in at least 3 Watch Groups being set up in the area. This was a follow-up of a talk by RCMP at our seminar.

This year we are having a talk on livestock ID and possibly will follow up with a demonstration on branding.

Last year for the first time we had a King Farmer Competition at the Fair and will probably run this again next year.

We have talked about a clean field competition and at the last meeting a target yield competition was discussed and we will look further into this in the next few months.

We were also involved in coordinating a bus to the Brandon Weed Fair last winter and this summer we coordinated a bus to Regina Farm Progress Show. The trip to Brandon was subsidized but the trip to Regina was at full cost to the farmer except that Hoerchst Chemical supplied sandwiches and a by-product of barley for the trip home.

Both of these trips will likely be repeated in 1985 and possibly a couple more if there appears to be the interest.

I feel that if agricultural societies get more involved that probably in time the Government grant system will be changed to provide grants for events other than the fair. Red Williams did nore for the livestock producer at our Winter Seminar than the livestock exhibits do at summer fairs.

Agricultural societies must get more public exposure and last year we sent questionnaires by direct contact to as many people as possible and in December we set up a booth in the Dauphin Mall and had people fill out the questionnaire and in return their name was entered for a draw on a variety of donated items. Through the questionnaire we found out what the people liked about our fair and what they wanted but we also got excellent exposure and now people know more about the Dauphin Agricultural Society.

The local Dauphin TV station has given us excellent coverage and if we are holding an event such as our Seminar or Rural Crime Watch meeting we usually manage an interview.

We are fortunate to be in a large community so not all societies should expect to coordinate as large a farm meeting but it is possible for two or three societies to work together on a specific project. The Manitoba Pulse Growers Association are sending a letter to all agricultural societies offering their services to any society requiring a speaker for a meeting and I would suggest that their offer be accepted if your members are interested in pulse crops.

In closing I would suggest that if your Ag. Society wants to get involved let it be known to the public and you will be surprised at how quickly it will develop, but you need a commitment from your members to work as the more involved you get the more time it takes. I suppose the key to any successful ag. society is the secretary as the secretary is involved on all committees and if you have a bus tour or seminar the secretary is probably the one who will receive a lot of the phone calls and it is here that we are very fortunate to have a very efficient secretary to make the work of the directors easier. I must also admit that what we are doing especially on the farm seminar is topics which are of interest to us as well as other farmers, so hopefully we are benefitting as well.